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NANR

National Association of Nurse Recruiters

NATIONAL ASSOCIATION OF NURSE RECRUITERS
RECRUITMENT SURVEY

June, 1984

Provided by:

Nursing'84

1111 Bethlehem Pike, Springhouse PA 19477 (215) 646-8700

NATIONAL ASSOCIATION OF NURSE RECRUITERS

RECRUITMENT SURVEY

June, 1984

Background

The 1984 Recruitment Survey was sent to members of the National Association of Nurse Recruiters on February 6, 1984. Information was requested concerning bed capacity, staffing, employee benefits in the facilities for which they recruit, and about recruitment methods and duties associated with the recruiter position. The questionnaire was a slight modification of the 1983 form and included a new question about the implementation of D.R.G.s. A follow-up postcard was mailed on March 6, 1984.

Please save your copy of this year's report for use in comparing recruitment statistics over a period of time. In order to keep the report a manageable size, in the future information will be presented only for selected years.

Method and response

Questionnaires were sent to 1161 nurse recruiters from a NANR membership list of 1469. As in previous years, the names of NANR members employed by the same facility were combined into one request for information. In addition, an attempt was again made to delete the names of agencies and recruiters for hospital corporations due to the incompatibility of their numerical data with individual hospitals. Nevertheless, replies from eight hospital group recruiters were received--more than in the past. Other than the areas involving numbers, information from these respondents is comparable to other findings of this survey.

	Questionnaires Mailed #	Coded Responses #	Response Rate %
Region:			
Northeastern	325	103	32
Southern	330	94	28
North Central	302	97	32
Western	204	51	25
National	1161	345	30

REGIONS

Northeastern: WV, VA, MD, DC, DE, PA, NJ, NY, VT, NH, CT, RI, MA, ME

Southern: TX, OK, LA, AR, MS, AL, TN, FL, GA, NC, SC, NM

North Central: ND, SD, MN, IA, WI, IL, NE, KS. MO, KY, IN, MI, OH

Western: WA, MT, OR, ID, CA, NV, AK, HI, UT, WY, CO, AZ

Unfortunately, the membership list supplied to Springhouse Corporation for mailing the survey questionnaire contained the names of inactive members and produces a lower response rate than in the past. A second membership list, obtained for the mailing of this report, contains 1070 active members--a 19% decline over last year. A comparison of the

names on the two lists reveais that many hospitals no longer maintain multiple recruiter memberships in NANR. The membership growth rate has turned downward from the 1% increase of 1983 and the 58% gain recorded in 1981.

Information about 345 facilities was tabulated giving a response rate of 30% which compares favorably to the 37% of the past four years, if allowances are made for the inactive members which were included. Nationally, and in the Southern and North Central regions, the response rate dropped 7 percentage points (18%-20%) and the number of facilities reporting is down by 15%. The response rate and the number of hospitals from the western states each decreased by 35%. Northeast figures are virtually identical to last year.

As in the past, most regions are dominated by facilities in the more populous states, e.g., California comprises 53% of the West; New York and Pennsylvania, 26% and 18%, respectively, of the Northeast; and Texas and Florida, 25% and 20%, respectively, of the South. At 14%-15% each, four states lead the North Central region: Illinois, Missouri, Ohio, and Indiana. Hospitals in these nine states comprise 61% of the data included in this survey.

A comparison of the data for this year with the previous years confirms the declining recruitment trend which appeared in the 1983 Recruitment Survey. This summary will focus on significant developments which may have a drastic impact upon the nurse recruiting profession in the immediate future.

Summary

According to the responses tallied from the nurse recruiters, the average number of beds is 446--up slightly over 1983. The number of facilities indicating an increase in bed capacity has dropped slightly (13% vs. 17% in 1983) and those reporting a decrease has risen by the same amount. Over three-quarters (77%) indicate no change in bed capacity in both years.

The average daily patient census has dropped to 78% this year--down from the 82% of 1983. Nationally almost half of the respondents indicate a decrease in the average daily patient census and regional variations range from 63% in the North Central states to 37% in the West. No change is reported by 23% during the last fiscal year, and 20% have experienced an increase.

It is encouraging to note, however, that the average number of budgeted full-time/equivalent RNs has risen to 358 from 327 last year--a 9% increase--with a corresponding reduction in the ratios of registered nurses to beds. For the first time in the past five years, the number of occupied beds per nurse falls below the one-to-one ratio on a nationwide basis. The ratio of nurse to bed capacity and to daily patient census have both dropped a quarter of a bed since the highs of 1980.

	RN::Bed Capacity (Ratio)					RN::Daily Patient Census (Ratio)				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
Northeastern	1.34	1.32	1.36	1.51	1.59	1.12	0.98	1.17	1.27	1.31
Southern	1.38	1.51	1.60	1.50	1.59	1.04	1.30	1.27	1.21	1.28
North Central	1.17	1.28	1.46	1.41	1.63	0.92	1.03	1.23	1.16	1.36
Western	0.97	1.23	1.15	1.09	1.26	0.71	0.97	0.87	0.86	1.00
National	1.25	1.34	1.40	1.38	1.56	0.97	1.07	1.15	1.12	1.27

*How to read the table: Nationwide in 1984, one nurse is responsible for 1.25 beds based upon the total beds available in the hospital. One nurse is responsible for 0.97 of those occupied on a daily average.

From 86% to 93% of the facilities in most regions indicate that they will be governed by DRG regulations and from 6% to 8% will not. The apparent regional variation existing in the Northeast is false. Several states in the Northeast have, or will have, state controlled prospective payment regulations which are apparently known by initials other than "DRG," causing respondents from three states to respond negatively to this question.

Recruitment Budget:

Over a third of the respondents (35%)--with considerable regional variation ranging from 27% in the South to a high of 42% in the North Central states--could not provide budget figures. Twelve percent (12%) state that they do not have a separate recruitment budget and 23% did not answer the question. Only 212 (61%) give details about budget expenditures. Data regarding the allocation of recruitment resources are again presented in two tables to distinguish between the 79 respondents (23%) who do not include salary in the computation of percentages and the 133 (39%) who do itemize salary.

Please note that many facilities operate on a fiscal year which does not commence on January 1 and budget figures are the most recent available rather than projections for 1985. In view of decreased recruiting activity, more facilities (39% vs. 31% last year) report that their recruitment budget has decreased and fewer (16% vs. 28%) indicate an increase. Dollar amounts which peaked nationally in 1982 continue the downward trend which appeared last year. The $80,000 average budget is 4% lower this year and declines ranging from 1% to 16% occur in three regions. The 13% increase in the West counteracts the tremendous 34% loss from 1982 to 1983--a value considerably above the 8% nationwide decline for that period.

The number of RN FTE vacacies appears to have leveled off at 1983 figures, which are only about one-third of the 1980 value. The national average of 13 varies from 9 in the North Central states to 17 in the Northeast. With the exception of North Central facilities, the average number of nurses to be recruited shows an increase over last year's projections which included many answering "none--a hiring freeze." Regional variations are striking--Western facilities predict the largest increase (+53%) which balances the largest decrease (-50%) of the previous year. The Northeast and South indicate increases of 22% to 25% compared to decreases of 33% to 35% last year. Projections for North Central hospitals continue to move downward and drop 7% on top of the rather average 34% in 1983.

As in last year's survey, a third of the respondents are unable to make a prediction about the number of nurses to be recruited during the coming year. Almost half of those unable to give an absolute number mention that they will only be filling vacancies to maintain current staffing.

ICU/CCU continues to be the nursing specialty which is the most difficult to fill throughout the United States and is cited by 60% at the national level--a percentage which has consistantly been between 45% and 65% since the inception of the survey. Medical/surgical staffing follows (13% nationwide) and has dropped steadily from the 42% registered in 1980 and the 22% last year. Six recruiters state that no specialty is hard to fill and two claim that now they can "afford to pick and choose."

Recruitment program

The turnover rate also appears to have leveled off at 1983 values and, at 18% nationally, is 40% of the 1980 rate.

The cost per hire has reversed the upward climb of the past and is 15% lower than last year, with declines in Northeastern and North Central facilities of 20%-21% and the South at 27%. Expenditures in the West, however, have risen by 30% over 1983, but their increase of 2% last year was far removed from the 26% to 53% gain of the other areas.

The utilization of temporary staffing agencies and recruiting/employment agencies are both 7 percentage points below last year and have evidenced a continuous decline since 1980. Western facilities buck the trend in the use of employment agencies with an increase of 6 percentage points--primarily for supervisory personnel. Spending through temporary staffing agencies has risen, although only 34 respondents provide figures for this expenditure.

As in all past years, local advertising is the preferred recruiting technique--used by 89% nationally--and is considered the most successful by 57% of the respondents. Career days follow in utilization--84% nationally--and in all regions excepting the West where Career Directories are used by 76% compared to the 67% scheduling career days. Career days receive a mixed "most successful" evaluation: 50% in the North Central states, 34% in the Northeast, 27% in the South, and 14% in the West. Student nurse conventions rank third in use at the national level, used by 63% of those responding, but they are deemed most successful by only 8%. On the other hand, journal advertising is utilized by half of the respondents and also achieves an 8% success evaluation.

All recruitment incentives have dropped over time, including the financial bonus to referring nurses which is now reported by 18%--down from 23% last year and 35% in 1980. The average number of recruiting trips stands at nine--down from 14 in 1981.

Benefits to staff nurses show little movement over 1983 programs. Fewer hospitals (16% nationwide) conduct refresher courses for nurses returning to work--down 38% over last year and 64% below the high of 1980 when 45% offered such courses. Tuition reimbursement continues to be regarded as the most helpful benefit in recruiting and retention--cited by 28% and 22%, respectively.

Nurse recruiter

Starting salaries for staff nurses, head nurses, and supervisors show a modest 3% to 4% gain, compared to gains of 5% to 6% last year, and the average high salaries for these positions increased by the same percentages. The average salary of respondents increased 7% this year in keeping with the 8% of 1983. Once again those at the upper range of the pay scale are managers and directors who frequently devote less than 25% of their time to recruiting.

While there is little deviation from last year in the percentage indicating that their job responsibilities have changed (60% vs. 62% in 1983) or in those reporting a decrease in recruitment activities (12% vs. 13%), the percentage of time devoted to recruiting has eroded slowly from the 73% of 1980 to the 57% of today. More respondents this year indicate a participation in other programs (22%--up 11 percentage points) and additional hiring authority (17%--up 6 percentage points) and fewer respondents emphasize retention activities (15%--down 6 percentage points).

Respondents answering to the title of "Nurse Recruiter" or "Professional Recruiter/Coordinator" has dropped by 5 percentage points and those designated as "Coordinator of Nursing Recruitment and Retention" has risen by 9 percentage points. Seven questionnaires note that the position of "Nurse Recruiter" has been, or soon will be, eliminated and recruiting duties will be assumed by other departments.

NURSE RECRUITMENT SURVEY

JUNE 1984

HOSPITAL DATA

In what region is your facility located?

	1984 #	1983 #	1982 #	1981 #	1980 #
Northeastern	103	103	98	98	50
Southern	94	110	108	117	85
North Central	97	114	120	120	75
Western	51	78	79	91	32
National	345	405	405	426	242

Is the area . . . .

	Urban 1984 %	Urban 1983 %	Rural 1984 %	Rural 1983 %	No answer 1984 %	No answer 1983 %
Northeastern	72	76	23	23	5	1
Southern	84	80	15	13	1	7
North Central	83	83	16	16	1	1
Western	90	86	6	9	4	5
National	81	81	16	16	3	3

Is your facility subject to DRG regulations? (1984 only)

	Yes %	No %	Don't Know %	No Answer %
Northeastern	61	35*	2	2
Southern	93	6	-	1
North Central	91	8	-	1
Western	86	6	2	6
National	82	15	1	2

*Note: *In the Northeastern area, two-thirds of the facilities saying "No" are subject to state-controlled programs known by initials other than "DRG."*

What is the bed capacity of the hospital for which you recruit?

	Average 1984 #	1983 #	1982 #	1981 #	1980 #	Range 1984 #
Northeastern	468	433	430	484	486	(102-1400)
Southern	458	466	447	425	438	(55-2063)
North Central	458	459	451	441	490	(70-1200)
Western	356	375	384	373	379	(107-1100)
National	446	438	432	432	456	(55-2063)

How does this compare to the capacity in 1983?

	Increase 1984 %	Increase 1983 %	Decrease 1984 %	Decrease 1983 %	Same 1984 %	Same 1983 %	NA 1984 %	NA 1983 %
Northeastern	7	11	8	8	85	81	-	-
Southern	21	30	4	2	73	67	2	1
North Central	8	12	19	6	73	81	-	1
Western	16	12	4	5	78	83	2	-
National	13	17	9	5	77	77	1	1

What is the average daily patient census? (1984-83 by % -- previous years by number)

	1984 %	1983 %	Range 1984 %	Previous years 1982 #	1981 #	1980 #
Northeastern	83	85	(52-100)	373	408	402
Southern	77	83	(53-94)	353	343	351
North Central	76	80	(52-98)	378	364	409
Western	75	77	(50-97)	297	295	299
National	78	82	(50-100)	354	353	372

How does this compare to the last fiscal year?

	Increase 1984 %	Increase 1983 %	Decrease 1984 %	Decrease 1983 %	Same 1984 %	Same 1983 %	NA 1984 %	NA 1983 %
Northeastern	25	30	40	23	21	35	14	12
Southern	22	33	45	22	25	34	8	10
North Central	9	21	63	50	22	23	6	6
Western	24	19	37	38	29	35	10	8
National	20	27	47	33	23	31	10	9

What is the budgeted number of full-time/full-time equivalent RN positions in your hospital?

	Average 1984 #	1983 #	1982 #	1981 #	1980 #	Range 1984 #
Northeastern	350	327	319	321	306	(55-1300)
Southern	331	308	277	284	275	(24-1546)
North Central	391	360	307	313	300	(52-1150)
Western	366	306	340	343	300	(65-1230)
National	358	327	308	314	293	(24-1546)

RECRUITMENT BUDGET

What is your total recruitment budget for the year 1984-1985?

	Average 1984 $	1983 $	1982 $	1981 $	1980 $	Range 1984 $	Median 1984 $
Northeastern	79,[illegible]37	95,558	90,532	40,721	48,836	(7500-500,000)	57,360
Southern	83,[illegible]	83,807	98,859	49,570	75,521	(100-375,584)	59,360
North Central	7[illegible]	78,979	73,709	46,759	57,938	(1000-400,000)	49,100
Western	7[illegible]81	70,853	106,562	51,378	61,982	(2500-504,469)	60,106
National	80,[illegible]5	83,527	90,607	47,164	61,790	(100-504,469)	56,000

How does this compare to your budget for the year 1983-1984?

	Increase 1984 %	1983 %	1982 %	1981 %	1980 %	Decrease 1984 %	1983 %	1982 %	1981 %	1980 %	Same 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	18	39	51	59	70	30	13	9	4	8	35	34	21	13	12
Southern	20	36	53	55	59	42	23	13	3	7	29	21	11	16	9
North Central	13	18	48	60	64	45	45	14	3	4	20	23	23	15	16
Western	10	18	42	59	60	41	44	13	4	9	27	21	29	13	9
National	16	28	48	58	63	39	31	12	4	6	28	25	20	14	12

	New program/other 1984 %	1983 %	1982 %	1981 %	1980 %	No answer 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	2	3	2	7	-	15	11	16	17	10
Southern	1	6	4	1	-	8	14	19	25	25
North Central	1	3	-	2	-	21	11	15	20	16
Western	-	1	-	2	-	22	16	16	22	22
National	1	3	1	3	-	16	13	17	21	19

What percent of your 1984-1985 budget is for:

Budget includes salary:

	Salary 1984 %	1983 %	1984 Range	Travel 1984 %	1983 %	1982 %	1984 Range	Advertising 1984 %	1983 %	1982 %	1984 Range
Northeastern	48	45	(20-97)	6	8	7	(0-24)	37	36	34	(1-100)
Southern	39	38	(4-70)	13	11	13	(0-30)	30	31	32	(0-77)
North Central	55	49	(25-87)	8	9	11	(0-35)	25	26	31	(2-75)
Western	47	49	(20-95)	10	7	8	(0-34)	32	28	32	(6-70)
National	47	45	(4-97)	9	9	10	(0-35)	31	30	32	(0-100)

	Recruitment 1984 %	1983 %	1982 %	1984 Range	Other 1984 %	1983 %	1982 %	1984 Range
Northeastern	7	7	9	(0-31)	3	5	50	(0-42)
Southern	9	11	12	(0-25)	12	8	43	(0-86)
North Central	7	7	10	(0-25)	8	9	47	(0-48)
Western	11	7	8	(4-25)	7	8	51	(0-28)
National	8	8	10	(0-31)	8	8	46	(0-86)

RECRUITMENT BUDGET (Continued)

Budget does NOT include salary:

	Travel				Advertising				Recruitment				Other			
	1984 %	1983 %	1982 %	1984 Range	1984 %	1983 %	1982 %	1984 Range	1984 %	1983 %	1982 %	1984 Range	1984 %	1983 %	1982 %	1984 Range
Northeastern	13	13	17	(0-25)	66	58	58	(33-90)	18	14	18	(2-50)	4	10	5	(0-34)
Southern	23	21	25	(4-60)	53	51	44	(0-100)	26	15	18	(3-70)	11	12	12	(0-60)
North Central	23	18	20	(0-65)	47	53	56	(0-90)	20	19	18	(0-80)	18	10	9	(0-100)
Western	23	11	19	(5-40)	62	64	52	(25-100)	21	17	20	(10-30)	19	4	10	(0-100)
National	20	17	20	(0-65)	56	55	53	(0-100)	21	17	18	(0-80)	13	10	9	(0-100)

1981 and 1980 budgets: (Salary was included in "Other")

	Travel		Advertising		Recruitment Material		Other	
	Average		Average		Average		Average	
	1981 %	1980 %	1981 %	1980 %	1981 %	1980 %	1981 %	1980 %
Northeastern	15	15	49	46	15	15	21	25
Southern	25	25	37	38	15	15	23	27
North Central	16	16	46	49	17	16	21	17
Western	16	17	50	46	13	15	21	22
National	18	19	46	44	15	15	21	23

Other expenses for 1984-85 -- Combined budgets
(Four or more mentions)

	#		#
Office supplies/operational expenses	19	Relocation expenses	8
Career development/education	17	Open house/career days	6
Dues/fees/memberships	16	Booth fees/conventions	4
Inhouse-retention	12	Bonuses/referral fees	4
Recruitment expenses	9	Special activities/functions	4

With your 1984-1985 budget, how many RNs (full-time equivalents) do you plan to recruit?

	Average					Range
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 #
Northeastern	73	60	92	112	108	(0-300)
Southern	86	69	103	103	120	(0-500)
North Central	51	55	83	105	107	(0-232)
Western	66	43	86	100	102	(0-250)
National	70	58	91	105	110	(0-500)

How many RN FTE vacancies do you currently have?

	Average					Range
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 #
Northeastern	17	16	21	38	31	(0-145)
Southern	14	21	25	36	43	(0-153)
North Central	9	11	17	35	36	(0-42)
Western	11	8	16	37	38	(0-90)
National	13	14	20	36	37	(0-153)

Including referrals, how many RN FTE hires resulted from your recruiting during 1983?

	Average					Range
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 #
Northeastern	89	76	95	104	92	(5-373)
Southern	91	93	113	98	101	(0-340)
North Central	75	80	96	92	98	(0-362)
Western	66	72	114	100	108	(0-351)
National	82	81	104	98	99	(0-373)

RECRUITMENT BUDGET (Continued)

Which nursing specialties are hardest to fill? (5 mentions and above at the national level during at least one year)

Region	Specialties	1984 #	1983 #	1982 #	1981 #	1980 #
Northeastern:	ICU/CCU	61	54	53	53	42
	Medical/surgical	19	20	44	71	18
	Psychiatric/mental health	13	9	7	5	3
	Operating room	8	5	-	7	7
	Evening/night supervisors	7	13	6	6	-
	Ob/gyn/nursery	7	6	-	-	-
	Management/supervisory	3	-	-	-	-
	Oncology	2	6	5	6	-
	Neurosurgery/neurology	2	5	9	8	6
	Orthopedic	2	1	1	5	2
Southern:	ICU/CCU	55	62	57	65	54
	Medical/surgical	19	39	42	42	46
	Ob/gyn/nursery/maternal child health	9	12	17	10	6
	Oncology	9	9	9	6	7
	Operating room	6	8	5	5	3
	Neurosurgery/neurology	5	8	5	6	4
	Pediatric	4	5	-	-	-
	Orthopedic	3	3	10	5	5
	Evening/night supervisors	2	8	1	9	-
	Coronary	1	-	6	-	-
	Management/supervisory	1	-	-	-	-
North Central:	ICU/CCU	58	72	70	68	38
	Psychiatric/mental health	13	9	9	7	7
	Oncology	7	7	10	9	6
	Operating room	7	4	8	-	-
	Medical/surgical	6	18	38	32	27
	Management/supervisory	6	2	1	5	2
	Pediatric	5	2	5	5	3
	Neurosurgery/neurology	5	2	4	6	5
	Ob/gyn/nursery/maternal child health	3	10	6	-	-
	Orthopedic	2	8	16	13	13
	Evening/night supervisors	2	4	3	7	-
	Clinical specialists	-	6	-	-	-
	Geriatric	-	2	1	5	2
Western:	ICU/CCU	32	37	50	61	23
	Operating room	14	7	4	13	6
	Ob/gyn/nursery/maternal child health	7	6	8	9	2
	Emergency room	3	7	-	-	-
	Psychiatric/mental health	3	6	-	-	-
	Oncology	3	3	4	8	2
	Neurosurgery/neurology	3	1	7	5	-
	Medical/surgical	2	13	21	24	11
	Evening/night supervisors	2	8	2	5	-
	Orthopedic	1	-	7	8	2
	Management/supervisory	1	-	-	-	-
National	ICU/CCU	206	225	230	257	157
	Medical/surgical	46	90	145	169	102
	Operating room	35	24	17	25	16
	Psychiatric/mental health	33	25	21	12	10
	Ob/gyn/nursery/maternal child health	26	34	33	19	8
	Oncology	21	25	28	29	15
	Neurosurgery/neurology	15	16	25	25	15
	Pediatric	14	10	12	-	3
	Evening/night supervisors	13	33	13	27	-
	Emergency room	11	14	11	-	-
	Management/supervisory	11	-	-	-	-
	Orthopedic	8	12	34	31	22
	Burn Unit	7	-	-	-	-
	Coronary	6	9	13	-	-
	Hemodialysis	6	-	-	-	-
	Clinical specialists	6	12	-	-	-
	Rehabilitation	4	5	10	-	-
	Geriatric	3	3	5	-	-
	Base	**345**	**403**	**405**	**426**	**242**

RECRUITMENT PROGRAM

What is your annual turnover rate for Full-Time Equivalent RNs?

	Average					Range
	1984	1983	1982	1981	1980	1984
	%	%	%	%	%	%
Northeastern	18	21	23	26	29	(2-37)
Southern	22	21	27	32	34	(3-42)
North Central	14	15	20	24	27	(2-34)
Western	17	17	22	25	31	(2-30)
National	18	19	23	27	30	(2-42)

What is your cost per FTE hire?

	Average					Range
	1984	1983	1982	1981	1980	1984
	$	$	$	$	$	$
Northeastern	1040	1300	906	624	649	(248-3230)
Southern	894	1226	975	673	816	(157-4675)
North Central	1025	1291	845	851	682	(90-3200)
Western	1283	989	970	911	777	(140-5000)
National	1033	1215	917	768	731	(90-5000)

What are the usual causes of turnover?

	Spouse transfer/ relocation		Better job/hours/ position		Returning to school		Maternity		Family responsi- bilities		Job dissatis- faction		Salary		Other (see below)		No Answer	
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983
	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**
Northeastern	72	70	25	27	12	13	18	23	15	6	18	9	5	5	17	33	15	14
Southern	84	83	25	23	14	10	9	10	13	5	10	5	3	7	15	24	6	9
North Central	89	83	35	29	14	11	11	12	9	12	3	2	1	2	15	25	6	9
Western	90	87	29	30	18	13	8	5	8	4	8	5	2	-	8	25	8	7
National	83	81	28	27	14	11	12	13	12	7	10	5	3	4	14	26	9	10

Other reasons (National--more than 3 mentions)

	1984	1983
	#	#
Marriage	14	11
Retirement	9	4
Staffing/scheduling	6	18
Terminated/poor performance	4	6
"Personal"	1	15

Who prepares your advertising?

	Recruiter					Agency					Hospital PR Dept.				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**
Northeastern	75	75	73	80	84	42	45	40	46	46	6	8	17	15	18
Southern	65	72	77	74	76	32	38	38	34	29	13	20	22	28	29
North Central	76	72	73	78	75	30	32	38	34	29	9	16	18	26	16
Western	73	86	85	82	69	47	38	47	49	41	6	13	13	19	22
National	72	75	76	78	76	37	38	40	40	34	9	14	18	23	22

	Personnel					Other				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
	%**	%**	%**	%**	%**	%**	%**	%**	%**	%**
Northeastern	19	23	32	20	-	4	8	7	5	10
Southern	25	31	31	19	-	9	5	11	10	15
North Central	23	29	31	27	-	3	4	7	8	20
Western	20	29	22	20	-	4	3	4	8	16
National	22	28	29	22	-	5	5	7	8	16

**May exceed 100% due to multiple response.

RECRUITMENT PROGRAM (Continued)

Do you ever utilize a recruiting or employment agency?

	Yes					No					No answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	11	17	15	22	18	89	82	85	77	82	-	1	-	1	-
Southern	18	24	34	26	32	82	76	65	73	68	-	-	1	1	-
North Central	13	26	21	28	28	87	72	79	71	72	-	2	-	1	-
Western	29	23	25	33	47	71	77	75	66	53	-	-	-	1	-
National	16	23	24	27	30	84	76	76	72	70	-	1	*	1	-

What type of positions are filled by agencies?

	Supervisory				Staff				Both				Do not use agency/ No answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	8	15	11	11	3	3	3	6	-	-	1	5	89	82	85	78
Southern	10	18	27	17	7	4	1	-	1	2	6	5	82	76	66	77
North Central	11	21	17	20	1	2	1	4	-	3	2	2	88	74	79	73
Western	29	17	14	25	-	-	5	2	-	5	4	5	71	78	75	68
National	13	18	18	18	3	2	2	3	*	3	3	4	84	77	75	74

Do you ever utilize temporary staffing agencies in your facility?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	37	41	44	50	38	61	59	56	48	62	2	-	-	2	-
Southern	32	36	41	40	49	68	64	59	60	51	-	-	-	-	-
North Central	20	30	28	38	52	80	69	73	62	47	-	1	-	-	1
Western	47	53	66	70	66	53	47	33	27	31	-	-	1	3	3
National	32	39	42	48	50	67	61	57	51	49	1	*	*	1	1

If yes: **How much did you spend through agencies during . . . ?**

	Average				Range
	1983 $	1982 $	1981 $	1980 $	1983 $
Northeastern	530,531	309,000	471,391	64,420	(4000-1,833,803)
Southern	611,170	523,600	527,953	113,950	(15,000-3,242,598)
North Central	136,547	207,117	206,142	37,951	(6,470-703,000)
Western	521,321	221,525	859,913	250,866	(50,000-1,700,000)
National	434,103	352,944	537,656	105,814	(4,000-3,242,598)

(Based on amounts from 34 facilities. Of the 111 hospitals who do use agencies only 31% supply values for expenditures.)

Does your facility conduct exit interviews?

	Yes				No				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	93	97	94	88	7	3	5	11	-	-	1	1
Southern	90	93	92	95	10	7	7	5	-	-	1	-
North Central	94	95	87	93	6	4	12	5	-	1	2	2
Western	88	95	90	93	10	5	10	7	2	-	-	-
National	92	95	90	92	8	5	9	77	*	*	1	1

*Less than .5%.

RECRUITMENT PROGRAM (Continued)

Who is responsible for conducting them?

	Nurse Recruiter				Personnel				Head/Supervisor Nurse			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	72	63	58	57	31	37	41	49	4	18	13	21
Southern	61	62	56	51	45	39	37	48	11	5	10	16
North Central	62	54	47	59	40	48	44	45	4	9	12	12
Western	73	69	66	68	33	34	25	44	4	9	9	18
National	66	61	56	58	38	40	38	42	6	10	12	13

	Director of Nursing/ Asst. Dir. of Nursing				Other			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	5	4	11	16	7	9	9	4
Southern	6	2	5	10	5	10	5	3
North Central	2	4	4	10	7	5	4	1
Western	2	1	1	6	7	6	6	1
National	5	3	5	9	6	8	6	2

Do you recruit nurses from outside the United States?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	18	13	12	24	10	80	85	88	74	90	2	2	-	2	-
Southern	10	16	28	24	50	89	80	71	76	49	1	4	1	-	1
North Central	5	3	5	9	14	95	97	95	91	85	-	-	-	-	1
Western	8	16	29	25	34	90	84	68	74	63	2	-	3	1	3
National	11	12	18	20	29	88	87	82	79	70	1	1	1	1	1

If yes: (a) Do you plan to continue?

	Yes					No					No Answer				
	1984 %**	1983 %**	1982 %**	1981 %**	1980 %**	1984 %**	1983 %**	1982 %**	1981 %**	1980 %**	1984 %**	1983 %**	1982 %**	1981 %**	1980 %**
Northeastern	37	79	75	79	100	53	14	-	17	-	10	7	25	4	-
Southern	33	33	67	82	53	67	56	23	14	33	-	11	10	4	14
North Central	40	50	67	91	45	60	50	17	9	45	-	-	17	-	10
Western	50	17	52	100	73	25	75	30	-	9	25	8	17	-	18
National	38	44	63	87	58	54	48	21	10	29	8	8	15	3	13

If yes: (b) What countries?

Region	Countries	1984 #	1983 #	1982 #	1981 #	1980 #
Northeastern:	Philippines	14	8	8	13	2
	United Kingdom + Ireland	3	4	4	8	2
	Canada	2	3	4	7	2
	Jamaica/West Indies	2	-	1	1	-
	Australia/New Zealand	-	1	-	-	-
	Netherlands	-	-	1	1	-
Southern:	Canada	6	8	13	16	26
	United Kingdom + Ireland	1	8	12	7	20
	Philippines	1	4	12	7	6
	Australia/New Zealand	-	1	3	4	2
	Jamaica/Puerto Rico/Bahamas	-	-	2	-	-
	Japan	-	-	1	-	-
North Central:	Canada	1	1	3	9	7
	Philippines	-	2	2	3	4
	United Kingdom + Ireland	-	1	3	2	2
	Jamaica/Puerto Rico/Bahamas	-	1	-	-	-
	New Zealand/Australia	-	-	2	6	-
Western:	United Kingdom + Ireland	3	5	7	11	1
	Canada	2	5	18	18	9
	Jamaica	1	-	-	-	-
	Philippines	-	1	3	2	1
	Belgium	-	-	1	-	-
	Australia/New Zealand	-	-	-	3	-

**May exceed 100% due to multiple response.

RECRUITMENT PROGRAM (Continued)

During the past year, what has been the most successful method of recruitment for you?

	Northeastern				Southern				North Central			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Local advertising	64	60	50	54	46	40	40	33	56	53	43	32
Career days	34	35	36	28	27	37	37	37	50	50	58	43
Individual campus visits	19	21	20	20	14	15	20	21	22	20	32	23
Career directories	8	16	11	10	15	20	12	9	4	6	5	7
Nat'l nursing journal advertising	5	9	7	13	16	18	19	21	2	4	3	5
Student nurse conventions	8	9	14	13	6	7	17	12	13	7	10	13
Nonlocal newspaper advertising	4	2	4	3	5	5	5	3	4	4	-	1
Job fairs	9	5	9	9	1	5	7	5	5	3	5	6
Specialty nurse meetings	2	2	2	2	1	-	3	2	1	3	3	2

	Western				National			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Local advertising	63	58	53	49	57	52	46	41
Career days	14	26	26	27	33	38	41	35
Individual campus visits	16	18	16	21	18	19	23	22
Career directories	20	22	19	15	10	15	11	10
Nat'l nursing journal advertising	14	21	20	12	8	12	12	13
Student nurse conventions	4	10	10	7	8	8	13	11
Nonlocal newspaper advertising	2	8	3	4	4	4	3	3
Job fairs	-	-	1	2	4	3	6	5
Specialty nurse meetings	8	1	-	1	2	1	2	2

RANK ORDER

	Northeastern				Southern				North Central			
	1984	1983	1982	1981	1984	1983	1982	1981	1984	1983	1982	1981
Local advertising	1	1	1	1	1	1	1	2	1	1	2	2
Career days	2	2	2	2	2	2	2	1	2	2	1	1
Individual campus visits	3	3	3	3	5	5	3	3	3	3	3	3
Career directories	5	4	5	6	4	3	6	6	6	5	6	5
Natl. nursing journal advertising	7	5	7	4	3	4	4	4	8	6	7	7
Student nurse conventions	6	6	4	5	6	6	5	5	4	4	4	4
Job fairs	4	7	6	7	8	8	7	7	5	8	5	6
Nonlocal newspaper advertising	8	8	8	8	7	7	8	8	7	7	-	9
Specialty nurse meetings	9	9	9	9	9	-	9	9	9	9	7	8

	Western				National			
	1984	1983	1982	1981	1984	1983	1982	1981
Local advertising	1	1	1	1	1	1	1	1
Career days	5	2	2	2	2	2	2	2
Individual campus visits	3	5	5	3	3	3	3	3
Career directories	2	3	4	4	4	4	6	6
Nat'l nursing journal advertising	4	4	3	5	5	5	5	4
Student nurse conventions	7	6	6	6	6	6	4	5
Job fairs	9	-	8	8	7	8	7	7
Nonlocal newspaper advertising	8	7	7	7	8	7	8	8
Specialty nurse meetings	6	8	-	9	9	9	9	9

Other (National--5 or more mentions)	#
Word of mouth	20
Open House	8
Student programs/student employment	6
Recruitment affiliations	5

RECRUITMENT PROGRAM (Continued)

Does your facility offer the following recruitment incentives?

Paid Travel Expenses for Interviews

	Up to 150 mi.			Over 150 mi.			Mileage not specified	
	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	7	6	4	3	4	2	5	6
Southern	9	12	16	13	16	20	24	32
North Central	4	7	12	8	10	14	16	16
Western	6	8	9	10	9	8	15	16
National	6	8	10	8	10	12	15	19

	Free housing					Free Car Use					Financial Bonus to Referring Nurse				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	5	4	3	4	8	-	-	1	1	-	15	23	29	32	28
Southern	4	13	13	17	12	1	4	2	4	-	26	27	37	35	43
North Central	1	2	3	8	11	-	-	1	1	-	17	22	26	28	36
Western	6	5	11	12	22	-	-	-	1	-	14	18	36	31	22
National	4	6	7	11	12	*	1	1	2	-	18	23	31	31	35

Other incentives (1984 National only - 3 or more mentions): Relocation allowance/reimbursement (19 mentions)

How many recruitment trips did you make last year?

	Average				Range
	1984 #	1983 #	1982 #	1981 #	1984 #
Northeastern	10	12	15	14	(0-75)
Southern	9	13	14	15	(0-62)
North Central	13	15	17	17	(0-90)
Western	3	3	5	7	(0-12)
National	9	11	13	14	(0-90)

Based on geographic regions listed:[1]

A. From what region do you experience your greatest number of inquiries about employment?

	Northeastern				Southern				North Central			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	91	98	99	94	1	2	-	7	1	-	-	10
Southern	17	32	35	40	69	63	48	62	13	15	13	14
North Central	3	2	3	5	1	4	1	2	94	93	95	96
Western	16	25	32	34	-	3	1	3	29	20	11	12

	Western				No Answer			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	1	-	-	4	7	3	1	2
Southern	-	-	2	3	7	3	2	2
North Central	-	-	-	6	4	5	2	3
Western	45	62	52	65	18	4	5	13

[1] REGIONS:
Northeastern: WV, VA, MD, DC, DE, PA, NJ, NY, VT, NH, CT, RI, MA, ME
Southern: TX, OK, LA, AR, MS, AL, TN, FL, GA, NC, SC, NM
North Central: ND, SD, MN, IA, WI, IL, NE, KS, MO, KY, IN, MI, OH
Western: WA, MT, OR, ID, CA, NV, AK, HI, UT, WY, CO, AZ

*Less than 0.5%.
**May exceed 100% due to multiple response.

RECRUITMENT PROGRAM (Continued)

B. From what region do you experience your greatest number of hires?

	Northeastern				Southern				North Central			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	92	98	97	93	1	2	-	3	-	-	1	5
Southern	11	16	18	29	86	82	77	84	5	6	6	11
North Central	2	2	1	-	1	1	2	-	95	97	96	98
Western	6	8	13	16	2	4	2	3	16	16	7	12

	Western				No Answer			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	1	-	-	2	6	2	1	3
Southern	1	-	-	5	3	5	-	2
North Central	-	-	-	-	4	2	2	3
Western	77	79	75	75	8	3	5	3

BENEFITS

Which of the following benefits does your facility offer to staff nurses?

Health Insurance

	1984 %	1983 %	1982 %	1981 %	1980 %	If offered, is it . . . . . Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	100	100	99	99	100	73	80	82	86	84	27	16	14	12	16
Southern	100	100	100	100	100	63	59	61	57	53	37	35	31	39	44
North Central	99	100	100	100	100	53	45	52	56	66	46	53	44	41	33
Western	100	100	100	100	100	69	62	73	67	75	27	34	25	29	22
National	100	100	100	100	100	64	61	66	64	66	35	35	30	31	32

Life Insurance

	1984 %	1983 %	1982 %	1981 %	1980 %	If offered, is it . . . . Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	98	99	98	99	98	81	79	85	84	90	15	16	10	7	8
Southern	98	100	98	98	98	77	76	79	77	81	22	18	13	16	16
North Central	100	100	99	98	99	87	83	83	85	88	12	15	13	10	8
Western	100	99	97	96	88	82	83	86	82	96	12	11	13	13	4
National	99	99	98	98	97	82	80	83	80	87	16	15	12	11	10

Dental Insurance

	1984 %	1983 %	1982 %	1981 %	1980 %	If offered, is it . . . . Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	79	82	72	62	42	67	66	71	59	57	32	27	25	26	43
Southern	59	56	41	29	12	44	44	32	44	40	53	42	50	50	40
North Central	75	78	78	58	39	55	57	65	54	66	44	40	29	40	24
Western	100	95	92	91	88	77	75	81	65	75	18	19	18	25	25
National	75	77	69	58	36	60	61	65	58	63	37	32	28	33	31

*Less than 0.5%.
**May exceed 100% due to multiple response.

BENEFITS (Continued)

Malpractice Insurance:

If offered, is it . . . .

	1984 %	1983 %	1982 %	1981 %	1980 %	Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	76	74	76	77	-	97	90	86	83	-	-	3	8	1	-
Southern	50	56	55	56	-	92	79	86	91	-	4	10	-	3	-
North Central	65	76	69	71	-	89	91	95	88	-	5	2	-	4	-
Western	80	77	77	84	-	90	88	97	91	-	7	3	2	1	-
National	66	70	68	71	-	93	87	91	88	-	4	4	3	29	-

Long-Term Disability

If offered, is it . . . .

	1984 %	1983 %	1982 %	1981 %	1980 %	Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	75	63	69	68	70	74	72	69	67	72	18	18	19	18	11
Southern	67	59	68	56	47	71	67	64	58	53	18	20	14	25	27
North Central	70	74	69	69	76	74	68	69	65	67	16	23	24	18	23
Western	73	70	76	71	66	57	63	52	58	71	35	24	37	31	19
National	71	66	70	66	63	71	68	64	62	65	20	21	23	23	21

Relocation expense:

If offered, is it . . . .

	1984 %	1983 %	1982 %	1981 %	1980 %	Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	11	12	8	14	10	27	17	38	29	-	64	83	63	57	60
Southern	37	42	45	37	46	20	25	18	14	28	80	64	63	77	72
North Central	9	14	14	16	13	22	19	35	26	30	78	75	59	53	60
Western	29	31	47	45	38	-	-	16	24	8	80	100	73	66	92
National	20	24	27	27	27	17	17	22	21	23	77	77	66	67	73

Tuition reimbursement:

If offered, is it . . . .

	1984 %	1983 %	1982 %	1981 %	1980 %	Fully Paid 1984 %	1983 %	1982 %	1981 %	1980 %	Partially Paid 1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	96	94	93	93	100	33	37	40	34	28	63	56	52	47	66
Southern	83	85	89	84	79	59	40	45	56	58	39	51	42	33	31
North Central	89	91	93	94	89	40	38	49	37	40	57	57	44	55	56
Western	79	75	75	71	63	13	5	17	20	15	85	86	77	75	85
National	88	87	88	86	84	39	33	40	38	41	58	60	51	51	53

Does your facility offer . . . .

(a) these programs:

Tax shelter annuity:

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	87	90	83	76	76
Southern	79	71	70	62	49
North Central	93	88	89	81	85
Western	88	83	78	81	72
National	87	83	80	74	69

(b) these career opportunities:

Special orientations or internship programs (for new graduates)

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	85	76	86	83	82
Southern	80	87	88	92	94
North Central	87	90	84	84	94
Western	84	86	94	86	94
National	84	85	87	87	91

BENEFITS (Continued)

Pension Plan:

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	96	98	90	94	90
Southern	89	92	89	93	86
North Central	100	94	96	97	95
Western	100	94	96	88	97
National	96	94	92	93	91

Credit union:

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	81	74	61	48	54
Southern	85	86	74	74	86
North Central	88	85	78	76	73
Western	98	91	80	86	84
National	86	84	73	71	75

Child care center (1984 and 1983 only)

	1984 %	1983 %
Northeastern	21	19
Southern	22	23
North Central	32	30
Western	12	17
National	23	23

Pharmacy discount (1984 and 1983 only)

	1984 %	1983 %
Northeastern	85	87
Southern	83	84
North Central	80	81
Western	73	78
National	81	83

Wellness center (1984 and 1983 only)

	1984 %	1983 %
Northeastern	27	30
Southern	30	29
North Central	35	33
Western	33	35
National	31	32

Refresher courses
(to retrain nurses returning to work)

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	16	20	36	41	42
Southern	19	32	45	45	46
North Central	19	31	30	43	47
Western	8	21	23	36	44
National	16	26	34	42	45

Paid time off to attend seminars/continuing education
(Combined categories surveyed in 1984 and 1983 only)

	1984 %	1983 %
Northeastern	96	98
Southern	97	94
North Central	89	95
Western	94	92
National	94	95

Paid time off to attend seminars

	1982 %	1981 %	1980 %
Northeastern	98	94	94
Southern	96	91	90
North Central	91	95	95
Western	95	90	91
National	95	93	92

Paid time off to attend continuing ed. courses

	1982 %	1981 %	1980 %
Northeastern	80	80	80
Southern	87	88	81
North Central	83	82	88
Western	86	88	94
National	84	84	85

Work study program for students

	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	42	44	49	42	-
Southern	46	43	41	47	-
North Central	37	42	42	51	-
Western	37	36	38	33	-
National	41	42	43	44	-

Clinical laddering (1984 and 1983 only)

	1984 %	1983 %
Northeastern	38	40
Southern	39	35
North Central	30	40
Western	49	46
National	38	40

Other benefits (1984 National only) - 5 to 11 mentions or more: Free parking, free discount meals, other discounts, vacation time, paid holidays, paid time off, premium pay for weekend/shift differential, cumulative sick leave.

BENEFITS (Continued)

Which program or benefit offered by your facility is most helpful in . . . . .

RECRUITING

	NATIONAL ONLY					REGIONAL BREAKDOWN									
						NE		S		NC		W		US	
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**
Tuition reimbursement	98	123	86	93	64	33	33	20	27	35	42	22	14	28	30
Orientation	41	56	57	82	43	14	11	9	14	12	15	14	17	12	14
Medical/life insurance	39	57	20	25	16	11	11	10	15	13	11	12	21	11	14
Flexible staffing/schedule	34	30	58	36	15	15	9	9	7	7	5	8	9	10	7
Intern/extern program/work study	32	35	63	67	23	9	7	10	14	9	9	10	4	9	9
Continuing education	25	15	20	21	19	4	2	6	3	11	4	8	7	7	4
Salary	25	33	37	25	16	13	10	4	5	5	7	8	12	8	8
Total benefits	17	18	11	-	-	6	5	5	5	3	4	6	4	5	4
Reputation/teaching hospital	16	16	-	-	-	6	5	3	4	3	2	8	5	5	4
Earned time off	15	11	15	-	-	6	4	4	-	3	3	4	5	4	3
Primary nursing/total patient care	14	16	17	-	-	3	5	4	2	4	4	6	5	4	4
Clinical laddering/staff development	13	15	12	-	-	4	5	-	3	6	4	6	3	4	3
Transfer policy	13	8	-	-	-	2	1	7	4	3	-	2	4	4	2
Location	14	-	-	-	-	5	-	3	-	4	-	4	-	4	-
Day Care program	12	16	10	-	-	1	1	6	8	5	4	-	3	4	4
Dental insurance/prescription plan	12	17	13	12	-	2	1	2	6	4	4	8	5	4	4
Vacation plan	11	22	-	-	-	1	3	6	6	3	6	2	7	3	5
Working conditions	11	-	-	-	-	4	-	4	-	1	-	4	-	3	-
Inservice education	4	5	11	-	-	2	3	1	1	-	1	2	-	1	1
Relocation and travel expenses	2	3	15	22	7	*	-	-	-	-	1	-	4	-	1
Base	345	405	405	426	242	103	103	94	110	97	114	51	78	345	405

Other benefits (National 1984 only)
(more than three mentions)

Pay differentials	7
Free parking	7
Temporary housing	4
Pension plan	4

RETENTION

	NATIONAL ONLY					REGIONAL BREAKDOWN									
						NE		S		NC		W		US	
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**
Tuition reimbursement	76	87	81	66	29	21	27	21	15	26	27	20	15	22	22
Flexible staffing/schedule	41	38	61	40	15	17	10	15	8	8	10	4	11	12	9
Medical/life insurance	38	62	24	33	18	9	11	10	18	16	15	10	18	11	15
Continuing education	37	38	44	67	38	9	7	9	8	13	11	14	13	11	9
Transfer policy	30	16	13	-	-	7	7	12	3	7	4	10	3	9	4
Clinical laddering/staff development	28	41	15	34	21	11	12	15	10	8	9	8	9	8	11
Salary	28	32	37	35	22	13	10	5	9	5	6	12	7	8	8
Working conditions/attitudes	21	8	15	36	12	5	1	6	2	7	4	6	1	6	2
Total benefits	17	17	17	-	-	4	6	3	6	3	1	14	4	5	4
Pension	17	14	13	16	10	4	1	7	3	5	4	2	8	5	4
Dental insurance/prescription plan	14	14	10	-	-	2	1	2	5	8	3	4	5	4	4
Primary nursing/nursing style	14	20	11	13	6	3	5	4	2	3	5	8	9	4	5
Earned time off	13	8	20	-	-	4	1	3	-	5	3	2	5	4	2
Orientation	9	10	14	24	-	3	2	3	2	1	3	4	4	3	3
Staff participation/ communication	8	5	27	-	-	2	1	3	1	1	2	4	1	2	1
Inservice education program	7	20	16	-	-	1	7	2	4	1	3	6	8	2	5
Day care program	7	17	11	11	-	1	2	2	6	4	6	-	1	2	4
Intern/extern program/work study	7	8	-	-	-	-	-	2	4	4	4	2	-	2	2
Vacation plan	6	12	9	22	-	2	3	1	1	2	5	2	3	2	3
Base	345	405	405	426	242	103	103	94	110	97	114	51	78	345	405

*Less than 0.5%.
**May exceed 100% due to multiple response.

BENEFITS (Continued)

Other benefits (National 1984 only)
(more than three mentions)

Pay differentials	7
Location	7
Temporary housing	4
Teaching hospital	4

Does your facility offer full-time benefits to employees who work less hours than full-time hours?

	Yes				No				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	44	45	42	36	55	52	55	60	1	3	3	4
Southern	45	42	50	40	55	53	47	58	-	5	3	2
North Central	39	39	35	39	60	58	63	58	1	3	3	3
Western	65	57	66	57	35	42	34	42	-	1	-	1
National	46	45	47	42	53	52	51	55	1	3	2	3

If yes: How many (per week) must be worked for eligibility?

	20 hrs. or less				21-30 hours				31-40 hours				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	49	49	59	57	24	30	22	34	20	15	5	8	7	6	15	3
Southern	26	28	30	34	21	26	26	26	41	40	33	36	14	6	11	4
North Central	24	32	31	40	34	21	33	28	21	36	26	21	26	11	10	11
Western	33	34	42	50	18	23	21	15	33	36	25	29	18	7	12	6
National	34	36	40	45	25	25	25	25	29	32	23	24	17	7	11	6

What are your regular hours?

	40 hrs.				37.5 hrs.				36 hrs.			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	73	80	76	69	21	19	20	22	1	1	-	1
Southern	98	99	92	99	1	-	2	1	-	-	1	-
North Central	96	95	97	97	1	1	1	-	1	4	-	-
Western	94	97	81	99	-	-	1	-	4	1	-	1
National	89	92	87	92	7	5	6	5	1	1	*	*

	35 hrs.				Other/no answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	3	3	1	1	3	1	3	7
Southern	-	1	1	-	1	1	4	-
North Central	-	1	-	-	1	3	2	3
Western	-	1	-	-	2	3	18	-
National	1	1	1	*	2	1	6	2

*Less than 0.5%.

SHIFT

Which of the following do you offer as permanent or straight shifts:

	Day				Evening				Night				No permanent shifts			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	25	36	29	27	94	95	96	93	94	95	98	92	5	5	1	3
Southern	52	49	48	50	97	96	95	93	97	97	98	97	3	2	3	2
North Central	46	46	44	39	93	96	96	93	93	97	96	95	7	2	3	4
Western	75	78	81	71	94	96	96	95	98	95	97	96	2	3	1	2
National	46	51	49	46	95	96	96	93	95	96	97	95	5	3	2	3

Does your facility offer flexible staffing (i.e., 4-hr. shift; 10- or 12-hr. shift, with more days off, etc.)?

	Yes				No				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	77	71	68	64	21	28	32	35	2	1	-	1
Southern	87	84	90	74	13	16	10	23	-	-	-	3
North Central	72	76	77	64	28	24	23	34	-	-	-	2
Western	77	74	82	70	23	26	18	27	-	-	-	3
National	78	76	79	68	21	23	21	30	1	*	-	2

If yes: What do you offer? (5 or more mentions)

	NATIONAL				REGIONAL									
					NE		S		NC		W		US	
	1984 #	1983 #	1982 #	1981 #	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**	1984 %**	1983 %**
12-hr. shifts (3-day workweek)	169	200	153	132	65	49	60	72	63	67	64	68	63	64
10-hr. shifts (4-day workweek)	135	177	182	154	58	55	34	46	50	67	67	61	50	57
8-hr. shift	25	27	40	23	8	5	16	9	4	8	8	14	9	9
Baylor plan	24	26	14	-	6	8	18	15	3	3	5	5	9	8
4-hr. shift	19	25	45	55	8	9	5	4	9	8	8	12	7	8
Flexible hours	4	12	-	-	3	12	2	-	-	-	-	-	2	3
9-hr. shift	9	11	12	-	3	5	5	1	1	3	5	5	3	3
p.r.n. pool	1	9	19	-	-	-	1	2	-	6	-	-	-	3
6-hr. shift	6	9	15	23	3	5	1	2	1	2	5	2	2	3
A variety of shift options	9	8	-	-	3	5	1	3	6	-	5	2	3	3
Seven on, seven off	3	7	-	-	-	2	2	5	1	-	-	-	1	2
7-70	6	6	19	-	-	1	6	4	-	-	3	2	2	2
Varies	4	5	14	21	-	3	2	2	1	-	3	2	2	2

Which of the following describes your weekend policy for staff positions:

	Every weekend off				Every other weekend off				Every third weekend off			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	2	2	9	4	83	85	73	72	14	7	17	10
Southern	16	11	15	6	73	70	79	62	12	7	12	14
North Central	6	7	8	3	84	84	84	81	11	11	12	7
Western	2	3	5	1	90	88	90	77	12	16	9	10
National	7	6	9	4	81	81	81	73	12	10	13	10

	Other				No answer			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	6	7	21	14	3	-	1	-
Southern	18	12	9	16	-	-	2	2
North Central	3	4	9	4	1	-	-	1
Western	2	1	9	12	-	-	1	-
National	8	6	12	12	1	-	1	1

*Less than 0.5 %.
**May exceed 100% due to multiple response.

SALARY

What is the salary range for each of the following positions?

	Average low				Average high				Range
	1984 $	1983 $	1982 $	1981 $	1984 $	1983 $	1982 $	1981 $	1984 $
Staff nurse									
Northeastern	18,845	17,625	16,433	14,953	24,383	22,776	19,752	18,692	(14,996-39,519)
Southern	17,835	17,484	16,723	14,825	24,381	23,922	20,892	19,186	(15,000-36,564)
North Central	18,945	18,203	17,425	15,650	25,106	24,322	21,723	19,963	(14,544-35,480)
Western	20,463	20,557	19,639	17,660	27,509	27,319	24,482	22,127	(15,995-37,419)
National	18,835	18,320	17,471	15,709	25,071	24,450	21,614	19,965	(14,544-39,519)
Head nurse									
Northeastern	22,698	21,371	19,676	17,262	29,267	27,585	23,648	22.385	(18,000-39,519)
Southern	21,796	21,172	19,833	17,338	29,784	28,437	24,407	22,785	(17,139-43,700)
North Central	22,896	22,307	20,984	18,515	30,748	29,909	26,172	24,584	(17,680-39,519)
Western	25,853	25,043	23,816	21,746	34,908	33,080	29,192	27,331	(20,107-49,296)
National	22,951	22,288	20,952	18,616	30,640	29,557	25,714	24,258	(17,139-49,296)
Supervisor									
Northeastern	24,834	22,959	21,369	18,982	31,784	30,042	25,719	24,593	(19,219-45,557)
Southern	23,083	22,612	21,220	18,943	31,340	30,691	26,464	24,654	(17,389-45,108)
North Central	24,618	23,684	22,879	20,001	33,103	31,534	28,565	26,932	(18,179-48,367)
Western	27,782	26,533	25,325	23,425	36,475	35,462	31,830	29,701	(19,680-44,676)
National	24,717	23,786	22,672	20,165	32,774	31,641	28,049	26,404	(17,389-48,367)
Director of Nursing									
Northeastern	34,939	32,976	31,731	26,454	45,824	44,786	36,981	35,814	(24,107-65,327)
Southern	29,683	28,040	28,230	25,432	42,989	39,098	34,380	32,239	(21,195-65,327)
North Central	31,248	29,757	30,094	27,479	43,488	39,576	38,667	37,292	(22,620-75,000)
Western	37,134	34,131	34,076	31,258	48,927	46,090	40,767	38,708	(27,456-70,720)
National	32,809	31,149	30,903	27,728	44,961	42,358	37,833	36,506	(21,195-75,000)
Administrator of Nursing									
Northeastern	34,099	34,077	34,632	29,074	42,609	45,718	41,582	35,172	(25,000-65,327)
Southern	39,306	32,439	35,096	29,653	53,192	44,190	41,724	37,480	(27,996-74,552)
North Central	36,915	38,328	36,380	30,852	47,753	51,625	45,555	38,504	(25,392-64,022)
Western	38,881	34,587	36,383	34,677	52,663	46,150	42,481	44,181	(26,000-70,000)
National	37,036	34,736	35,758	31,043	48,551	46,688	43,191	38,679	(25,000-74,552)
Clinical Nurse Specialist									
Northeastern	24,306	22,323	21,124	18,653	31,366	28,728	25,034	23,845	(18,000-42,411)
Southern	23,350	21,755	20,600	18,410	30,797	29,423	25,579	24,832	(17,722-39,800)
North Central	24,016	23,209	22,174	20,069	32,210	30,847	27,831	27,578	(18,450-48,367)
Western	26,114	25,040	23,737	20,807	33,752	33,106	29,892	25,844	(19,089-45,593)
National	24,257	23,009	21,907	19,484	31,854	30,452	27,086	25,645	(17,722-48,367)
Inservice Director									
Northeastern	23,289	21,163	19,898	18,070	29,471	27,085	23,712	23,035	(16,727-42,411)
Southern	20,665	20,112	19,710	17,052	27,868	26,891	23,959	21,803	(15,600-39,519)
North Central	22,119	21,362	20,255	18,372	28,770	27,836	25,245	23,538	(18,179-39,519)
Western	23,870	23,815	23,022	20,901	32,050	31,325	28,926	25,698	(16,640-40,000)
National	22,339	21,528	20,668	18,529	29,219	28,199	25,368	23,561	(15,600-42,411)

Do you pay more for a BSN than a diploma or an ADN?

	Yes				No				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	43	33	38	37	51	64	62	61	6	2	-	2
Southern	28	24	30	34	69	68	69	66	3	8	2	-
North Central	33	27	24	33	65	72	76	64	2	1	-	3
Western	23	26	28	29	69	65	70	71	8	9	2	-
National	33	28	30	33	63	67	69	65	4	5	1	1

SALARY (Continued)

Does BSN have different job description?

	Yes				No				No add'l pay/ No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	3	1	-	1	39	32	36	35	58	67	64	64
Southern	2	1	5	4	24	23	23	36	74	76	72	80
North Central	6	5	3	3	27	21	22	27	67	74	76	70
Western	2	3	4	4	20	23	24	23	78	74	72	73
National	3	2	3	3	29	25	26	29	68	73	71	68

NURSE RECRUITER

What is your annual salary?

	Average					Range
	1984 $	1983 $	1982 $	1981 $	1980 $	1984 $
Northeastern	26,858	24,541	22,499	19,766	18,322	(13,482-42,000)
Southern	26,085	23,866	22,901	20,010	18,014	(13,500-40,000)
North Central	26,963	25,661	23,347	20,447	19,516	(15,000-37,500)
Western	30,409	28,869	26,612	23,704	21,504	(18,900-45,000)
National	27,224	25,476	23,693	20,891	19,019	(13,482-45,000)

Do you, as nurse recruiter, work out of:

	Personnel				Nursing				Both			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	47	46	42	44	45	45	50	44	5	7	6	9
Southern	47	55	56	52	48	39	33	35	2	4	6	5
North Central	38	52	51	50	56	42	41	39	3	4	3	5
Western	45	42	44	54	47	38	44	37	4	12	8	4
National	44	50	48	49	49	41	42	39	4	6	5	6

	Other				No Answer			
	1984 %	1983 %	1982 %	1981 %	1984 %	1983 %	1982 %	1981 %
Northeastern	1	1	-	2	2	1	2	1
Southern	2	-	3	4	1	2	2	4
North Central	1	-	3	5	2	2	3	1
Western	-	4	2	4	4	2	1	1
National	1	1	2	4	2	2	2	2

To whom do you report? (1984 and 1983 only)

	D.O.N.		Personnel		Human Resources		Employ.		Admin./ Asst.Adm.		V.P. Nursing		Recruit.		Other	
	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %
Northeastern	38	38	25	30	6	11	10	9	10	4	2	5	1	1	4	3
Southern	36	32	20	35	13	10	3	2	7	11	7	1	5	4	6	5
North Central	38	31	29	32	2	7	7	10	8	3	7	7	1	3	5	7
Western	31	35	24	32	4	9	6	4	20	5	8	1	2	-	2	12
National	37	34	25	32	6	9	7	6	10	6	6	4	2	2	5	6

NURSE RECRUITER (Continued)

What percent of your time is spent on nurse recruitment?

	Average					Range
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %
Northeastern	63	62	63	69	74	(5-100)
Southern	56	67	75	68	72	(5-100)
North Central	53	60	68	68	73	(1-100)
Western	52	51	79	74	78	(5-100)
National	57	61	71	70	73	(1-100)

Have your job responsibilities changed within the last year? (1984 and 1983 only)

	Yes		No		No Answer	
	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %
Northeastern	53	55	37	42	10	3
Southern	61	54	38	42	1	4
North Central	66	71	34	27	-	2
Western	61	73	33	25	6	2
National	60	62	36	35	4	3

If yes, what changes have occurred (1984 and 1983 only)

	Decreased Recruitment		Staff Reduction		More Recruitment		Add'l Authority		New Position		Other		No Answer	
	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %
Northeastern	13	9	7	2	-	9	18	9	4	9	14	2	4	7
Southern	5	5	3	2	-	-	24	18	3	7	2	7	7	-
North Central	19	14	8	6	2	14	11	9	2	3	11	8	5	9
Western	10	25	3	5	-	4	16	11	7	-	7	16	3	7
National	12	13	6	4	1	7	17	11	3	4	9	8	5	6

Additional responsibilities in:

	Retention		Admin.		Personnel		Programs		Finance		Advt.		Teaching		Nursing	
	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %
Northeastern	20	21	11	23	27	19	13	12	2[1]	9	2	-	5	-	2	5
Southern	14	27	21	28	21	22	12	8	5	5	2	5	5	5	-	-
North Central	14	17	14	17	9	12	36	12	6	3	-	4	6	5	2	1
Western	10	20	19	13	32	26	26	12	3	2	-	2	7	-	-	4
National	15	21	16	20	21	19	22	11	4	4	1	3	6	3	1	2

Do you recruit for positions other than RN or LPN?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	66	71	64	62	74	32	28	34	33	24	2	1	2	5	2
Southern	59	65	56	59	57	39	33	42	38	41	2	2	2	3	2
North Central	67	64	57	60	67	31	34	43	38	31	2	2	1	1	2
Western	69	73	75	67	41	27	24	24	32	56	4	3	1	1	3
National	65	68	62	62	61	33	30	37	36	36	2	2	1	2	3

If yes: Please specify other positions.

National (5 or more mentions):

	1984 %	1983 %	1982 %	1981 %
Medical technologist/technician	33	22	58	11
Nurses' Aide/orderly	33	35	53	18
Ward clerk/unit secretary	26	32	40	17
All hospital personnel	16	16	4	6
All nursing positions	9	17	14	6
All professionally licensed	9	12	9	-
Administrative, management	7	11	7	-

NURSE RECRUITER (Continued)

How much time do you usually spend in a recruitment interview? (1984 and 1983 only)

	Average (In minutes)		Range (In minutes)
	1984	1983	1984
Northeastern	50	48	(15-150)
Southern	45	45	(13-180)
North Central	47	49	(15-120)
Western	44	42	(8-120)
National	47	46	(8-180)

Do you have the responsibility for hiring?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	55	59	62	59	40	42	39	36	39	58	3	2	2	2	2
Southern	42	51	46	44	40	57	46	52	51	58	1	3	3	5	2
North Central	47	45	45	50	52	51	53	54	48	45	2	2	1	2	3
Western	35	32	39	47	47	59	62	59	50	47	6	6	1	3	6
National	46	47	48	50	45	51	50	50	47	52	3	3	2	3	3

For what positions do you hire?

	RN				LPN				Aides				Other			
	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**	1984 %**	1983 %**	1982 %**	1981 %**
Northeastern	50	54	57	57	42	46	45	50	34	34	35	39	28	36	35	3
Southern	38	47	42	36	37	43	39	32	26	32	24	22	17	34	20	9
North Central	38	39	38	40	37	37	34	38	25	24	23	29	30	19	28	8
Western	31	26	30	40	29	26	28	33	20	18	19	26	22	17	18	11
National	41	43	42	43	37	39	37	38	27	27	25	29	25	27	25	8

Including yourself, how many staff personnel regularly work with you on nurse recruiting?

	Average					Range
	1984 #	1983 #	1982 #	1981 #	1980 #	1984 #
Northeastern	1.70	1.69	1.82	1.73	1.84	(1-5)
Southern	1.64	1.75	1.69	1.89	1.99	(1-6)
North Central	1.44	1.75	1.88	2.04	1.59	(1-4)
Western	1.59	1.53	1.64	1.77	1.83	(1-4)
National	1.60	1.69	1.77	1.87	1.81	(1-6)

What is your title? (5 or more mentions)

	NATIONAL				REGIONAL									
					NE		S		NC		W		US	
	1984 #	1983 #	1982 #	1981 #	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %	1984 %	1983 %
Nurse Recruiter	137	172	201	273	48	52	38	42	37	39	29	34	40	42
Coordinator of Nursing Recruitment and Retention	56	28	33	-	11	3	17	5	17	10	25	9	16	7
Personnel Mgr/Director/Asst.	26	29	13	32	11	10	7	6	5	8	8	3	8	7
Employment Mgr/Director/Asst.	24	36	27	36	4	7	4	11	10	10	12	8	7	9
Professional Recr. Coord./Mgr.	23	42	19	-	9	7	5	15	5	10	6	10	7	10
Nursing Mgr/Director/Asst.	22	26	16	17	4	9	12	5	4	4	6	8	6	6
Assistant Director	10	8	38	23	6	2	2	1	1	2	2	4	3	2
Other	39	59	-	-	5	9	12	13	19	15	10	22	11	15
No answer	8	6	-	-	2	1	3	2	2	2	2	2	2	2

**May exceed 100% due to multiple response.

NURSE RECRUITER (Continued)

How long have you held this job?

	Average 1984 Mos.	1983 Mos.	1982 Mos.	1981 Mos.	1984 Range
Northeastern	41.86	36.27	32.57	26.41	(1 mo. -20 yrs.)
Southern	32.89	29.19	26.54	27.28	(2 mos.-11 yrs.)
North Central	47.59	34.39	30.08	24.89	(1 mo. -17 yrs.)
Western	40.34	32.20	25.57	24.90	(1 mo. -10 yrs.)
National	40.80	33.03	28.84	25.89	(1 mo. -20 yrs.)

How long have you been engaged in recruiting?

	Average months 1984	1983	Range 1984
Northeastern	56.14	50.66	(1 mo. -20 yrs.)
Southern	43.39	40.22	(2 mos.-16 yrs.)
North Central	54.22	43.94	(1 mo. -16 yrs.)
Western	51.96	41.70	(1 mo. -10 yrs.)
National	51.49	44.19	(1 mo. -20 yrs.)

What is your educational preparation for nurse recruiter? (Highest level indicated)

	Certificate		Associate Degree					Bachelor's Degree					Master's Degree				
	1984 %	1983 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	-	1	11	11	8	15	10	42	42	46	47	70	30	25	20	13	8
Southern	1	6	7	8	11	15	16	60	61	56	44	52	14	9	12	9	12
North Central	-	2	13	10	10	13	14	51	49	53	51	60	14	14	10	2	4
Western	-	1	6	13	20	12	19	49	50	42	56	50	21	14	20	13	19
National	*	3	10	11	12	14	14	50	51	50	49	57	20	15	15	9	10

	Diploma			Other[1]					No Answer				
	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	14	10	14	-	3	3	20	26	3	8	8	5	6
Southern	14	11	16	1	2	1	26	35	3	3	5	6	5
North Central	18	19	20	2	3	3	30	38	2	3	3	4	7
Western	16	14	15	2	1	1	14	22	6	7	2	5	3
National	16	13	16	1	2	2	23	32	3	5	5	5	5

Discipline, major or specialization

	Nursing			Business			Personnel			Education			Other			No Answer		
	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %	1984 %	1983 %	1982 %
Northeastern	50	42	43	20	10	11	9	-	4	3	1	3	10	12	10	24	35	29
Southern	48	47	56	7	10	5	7	1	4	5	3	6	12	15	14	32	24	21
North Central	31	32	53	9	6	10	8	1	8	4	3	2	10	22	11	42	36	14
Western	43	43	53	18	9	10	8	-	3	4	1	3	6	8	13	14	39	20
National	44	41	52	13	9	9	8	1	5	4	2	3	10	15	11	21	32	20

[1] 1981-1982 figures include diploma/certificate nurses.

*Less than 0.5%.

NURSE RECRUITER (Continued)

Are you an RN?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	83	72	77	70	64	15	27	20	29	34	2	1	3	1	2
Southern	78	68	75	65	58	21	31	23	32	40	1	1	2	3	2
North Central	75	72	76	71	75	23	28	23	28	22	2	-	1	1	3
Western	80	77	82	85	88	18	21	18	14	12	2	2	-	1	-
National	79	72	77	70	68	19	27	21	28	30	2	1	1	2	2

Does your facility pay for NANR dues?

	Yes					No					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	78	81	82	78	86	18	17	16	21	12	4	2	2	1	2
Southern	72	76	78	77	81	25	21	19	20	18	3	3	3	3	1
North Central	74	79	83	73	60	22	19	14	26	33	4	2	3	1	7
Western	80	77	87	85	75	18	21	13	14	25	2	2	-	1	-
National	76	78	82	77	75	21	20	16	21	22	3	2	2	2	3

Are you:

	Male					Female					No Answer				
	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %	1984 %	1983 %	1982 %	1981 %	1980 %
Northeastern	4	5	5	12	10	93	94	92	87	88	3	1	3	1	2
Southern	11	12	9	16	19	87	86	89	81	80	2	2	2	3	1
North Central	6	8	10	8	13	92	92	89	91	84	2	-	1	1	3
Western	8	4	3	3	6	92	93	97	96	94	-	3	-	1	-
National	7	7	7	10	13	91	92	91	88	85	2	1	1	2	2

A tabulation by bed capacity indicates that only five facilities (1% nationwide) have less than 100 beds and 20 (6%) report 1000 or more--values which are comparable to the distribution of previous years.

	40-99 beds %	100-299 beds %	300-499 beds %	500-999 beds %	1000+ beds %
Region:					
Northeastern	-	26	39	29	6
Southern	4	29	28	32	7
North Central	1	24	39	30	6
Western	-	37	49	12	2
National	1	28	37	28	6

We are exploring ways to be of additional service to our members and to do so we need your opinions and ideas.

Could you take a few minutes to answer the following questions. You need not sign your name unless you wish. Just mail your response to:

Ms. Martha DeGraff
National Association Nurse Recruiters
Smith, Bucklin & Associates, Inc.
111 E. Wacker Drive
Chicago, IL 60601

Does the survey provide you with information that is useful:

	Yes	No
for you	☐	☐
for your administration	☐	☐
other (please specify)		

_____

Is the information presented in an easily understood form?

☐ Yes ☐ No

If no: What was not clear?_____

_____

What information would you like to have that was not included?_____

_____

_____

Any other comments or suggestions:_____

_____

_____

_____

_____

_____